

# THE MERCHANDISE YOU NEED FOR YOUR CHRISTMAS BUSINESS

*is shown in the enclosed*

1926 EVERSHARP and WAHL PEN CATALOG

**B**USINESS goes to the merchant who has the assortment to tempt the careful buyer. Never is this truer than at Christmas time. The Christmas shopping season is here. Be sure you get all the business you're entitled to.

*Use the catalog AND THE ORDER BLANK ENCLOSED to round out your stocks before the last rush of buying starts.*



THE WAHL COMPANY, 1800 Roscoe Street, CHICAGO

429 Broadway, New York City

55 New Montgomery Street, San Francisco

# Here is Something Entirely New

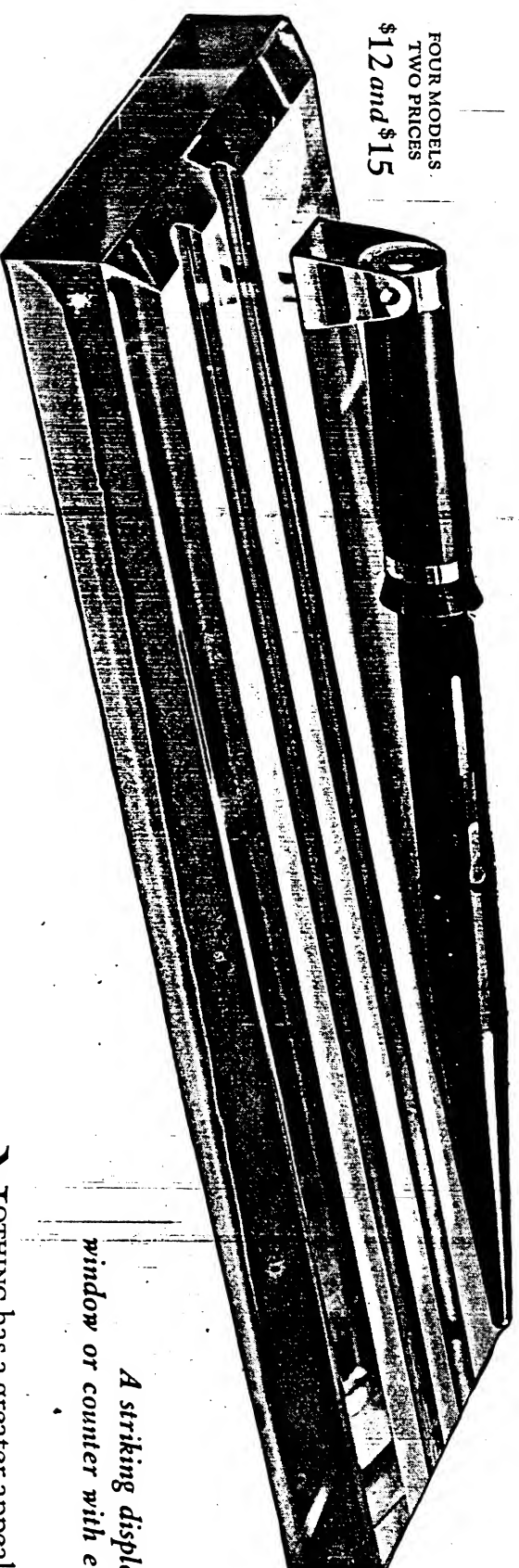
## That is a Sure-Fire Hit for Christmas



### The Wahl Fountain Pen Desk Set



FOUR MODELS  
TWO PRICES  
\$12 and \$15



*A striking display card for window or counter with every order!*

#### Desk Set No. 1

Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen, tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.

#### Desk Set No. 2

Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, No. 4 nib. Price, \$15.00.

#### Desk Set No. 5

Heavy Clear Plate Glass Base, double grooved, beveled, and polished. Equipped with Yellow Gold-Filled Metal Pen, Grecian Border Design, tapered end, No. 4 nib. Price, \$15.00.

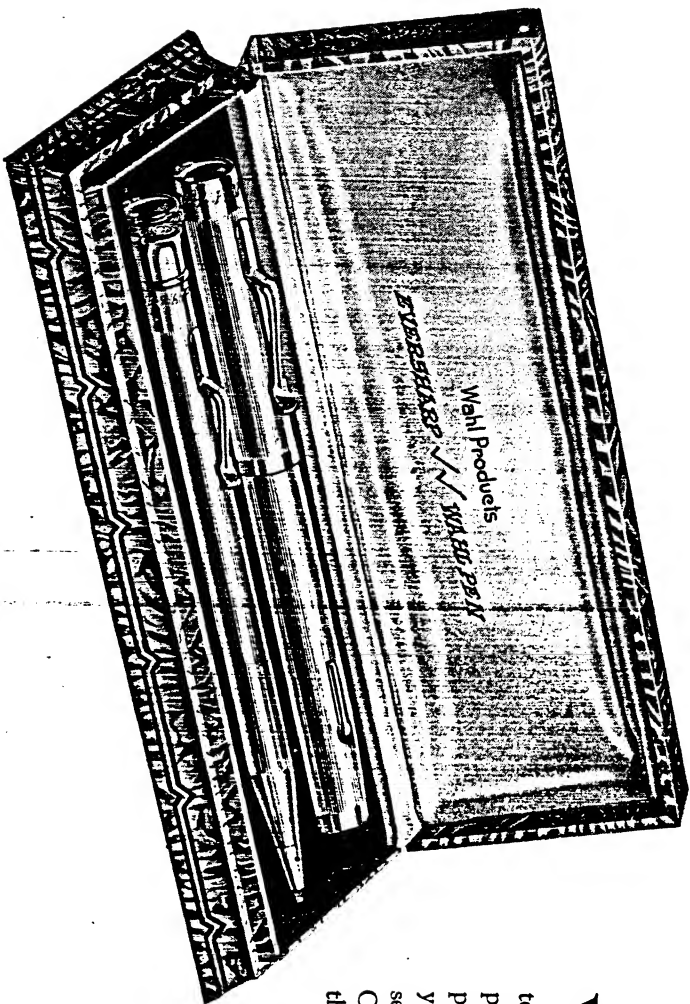
#### Desk Set No. 6

Heavy Black Glass Base, double grooved, beveled, and polished. Equipped with Plain Black Rubber Pen with tapered end, gold-filled lever and trim, No. 4 nib. Price, \$12.00.

(Note: Because of its novelty appeal the Desk Set line is one of a group of items known as "Specials." These specials are not subject to the usual return-for-exchange privilege extended on other current Wahl merchandise, and are therefore not listed in the general catalog.)

NOTHING has a greater appeal to Christmas buyers than novelty. Here is a gift which is not only new, but richly beautiful and intensely practical—a most attractive and modern writing set for every home or office desk. It puts an end to desk clutter and supplies the last word in neatness and utility.

# Wahl Combination Sets — the Ideal Christmas Gifts



WAHL COMBINATION SETS, and individual Wahl Pens and Eversharps in gold and silver, approach as nearly to the ideal in Christmas gifts as it is possible to get. Their beauty of design and finish is instantly recognized; they have an atmosphere of luxury that suggests value to the recipient of the gift; and they have a practical value which will make itself felt day after day and year after year. When you recommend Wahl Gift Sets, you have the satisfaction of knowing that you are selling gifts as useful as they are beautiful.

Check your stock now, to be sure it is ample to satisfy the always heavy demand for this gift merchandise. Order what you need before it is too late.

## A CHRISTMAS GREETING CARD WITH EVERY WAHL GIFT ITEM

With every Wahl Gift Box now being shipped is enclosed the sentiment shown at the right—*The Gift of Words*—engrossed on parchment note paper. To it the giver adds his own signature, making it a distinctive personal message. An additional supply of these cards for merchandise now in stock will be sent free on request. A beautiful display card showing *The Gift of Words* in enlarged size (10 by 14 inches) will also be sent on request.

### THE GIFT OF WORDS

HOW welcome are the words that carry Friendship! They have that wondrous power of setting Time and Space aside, bringing to life upon the written page, the smile, the handclasp, and the voice itself! (Though you and I may not see each other often, we still can keep these couriers of friendship speeding back and forth between us. You will find them here ready to your hand in this little gift that holds so much the greater Gift. (Given at the season of Good Tidings and Good Will, may these serve you faithfully and be a pleasant reminder of the giver for many and many a year.

THE complete Wahl line is being heavily advertised during December in national magazines and in newspapers in the principal cities. The two-page spread in colors which appears in the December 5th Saturday Evening Post is reproduced on the next page. Advertising such as this is sure to bring you lots of business if you tie up with it through window display and your own advertising. Display material, newspaper electros, and cuts of individual items furnished free. See reproductions of dealer newspaper advertisements on last page of this folder.



The big Saturday Evening Post spread reproduced on the next page will make a business-getting window poster to round out your Christmas display. Use enclosed stickers.

# Gift suggest Evershar

THE SATURDAY EVENING POST

Wahl Products  
EVERSHARP WAHL PEN

## THE GIFT OF WORDS

HOW welcome are the words that carry Friendship! They have that wondrous power of setting Time and Space aside, bringing to life upon the written page, the smile, the handclasp, and the voice itself! Though you and I may not see each other often, we still can keep these couriers of friendship speeding back and forth between us. You will find them here ready to your hand in this little gift that holds so much the greater Gift. Given at the season of Good Tidings and Good Will, may these serve you faithfully and be a pleasant reminder of the giver for many and many a year.

*Your Name*

© 1925, The Wahl Co.

The foregoing sentiment appropriate to Christmas, engrossed on special correspondence notepaper, is included with every Wahl Gift Box, whether it be for the gold-filled Wahl Pen and Pencil set shown above (at \$13) or the individually boxed Wahl Pen or Eversharp. Your signature on this sentiment makes it your personal expression of all that your gift conveys

*Popular*  
The world over, the standard gift Eversharp; gold-filled \$5

An exquisite 14-k Wahl Pen in diamond design \$30  
*Solid Gold*

*New*  
Big barrel, big lead, Eversharp "75" \$3

*Boss's Own*  
The standard pen of business, gold-filled \$8

*Every Day*  
Large capacity silver-filled Wahl Pen, only \$5

# Gifts from the pen counter



THE SATURDAY EVENING POST

**Gifts that Anyone Would Like to Receive**

**S**URELY, the finest thing about any Christmas gift is the sentiment of Friendship. Nothing, however costly, takes its place. But the best gift is better, when it is the gift your friend would like to receive. To find such gifts, you have only to visit any counter where the new Eversharps and Wahl Pens are shown. Either singly or in combination, these fine articles of personal use and adornment meet every gift requirement. They are offered in a wide variety of beautiful designs. They are priced to suit your purse. They are known the world over for their value.

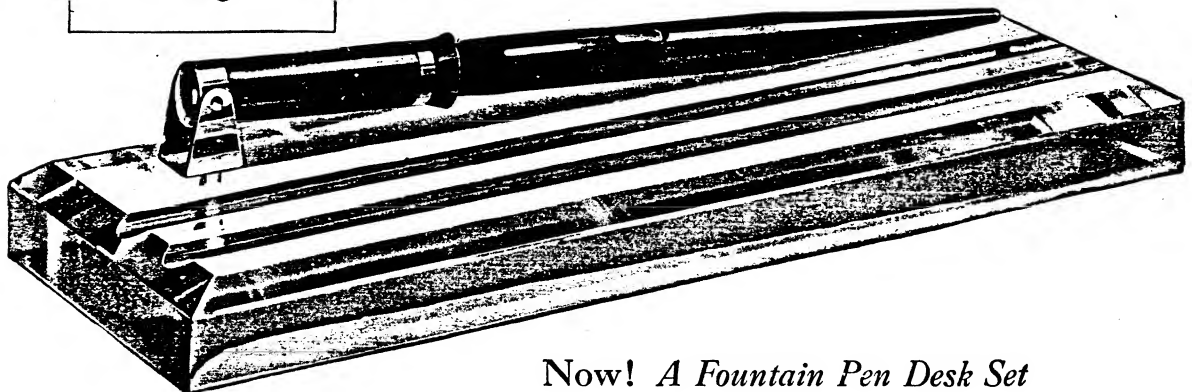
**Social**  
Eversharp model much preferred by women; in solid gold  
\$23

**Personal**  
This miniature Wahl Pen holds 1200 practical words; gold-filled  
\$5

**Bridge**  
A slim beauty at home in the best families; gold-filled  
\$4

THE WAHL COMPANY, 1800 Roscoe Street, Chicago, Illinois  
Made in Canada by THE WAHL CO., Ltd., Toronto

## The New **EVERSHARP** and **WAHL PEN**



### Now! A Fountain Pen Desk Set

Here is something entirely new and universally needed. A most attractive and modern writing set for every home and office desk. It puts an end to desk clutter and supplies the last word in neatness and utility. A Wahl fountain pen gold-mounted on a beveled base of crystal or jet glass—\$12. With gold-filled Wahl pen, \$15. Originated and manufactured only by Wahl for Wahl Pens.



# Free Electros for Your Own Christmas Newspaper Advertising

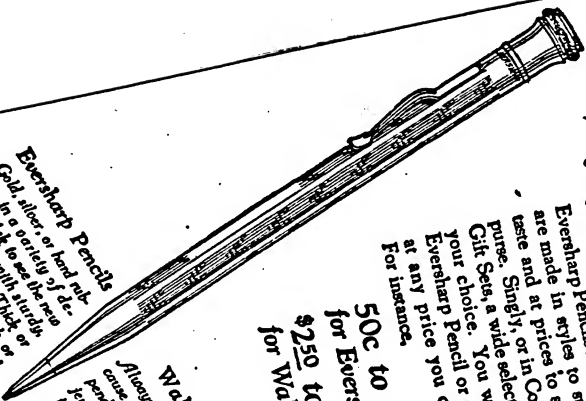
Here are four new advertisements in single- and double-column size for your own newspaper advertising. If you are in a city where Wahl Christmas newspaper copy is appearing, run them in the same issues (December 1, 8, 15, and 22). Order electros by number on the regular merchandise order blank enclosed in the catalog.

## friendship

The Christmas season is your opportunity to build new friendships and renew the old. Gifts are the beautiful and practical of your thought best expression.

Eversharp Pencils and Wahl Pens are made in styles to suit every taste and at prices to suit every purse. Single, or in Combination Gift Sets, a wide selection invites your choice. You will find an Eversharp Pencil or a Wahl Pen at any price you care to pay—for instance,

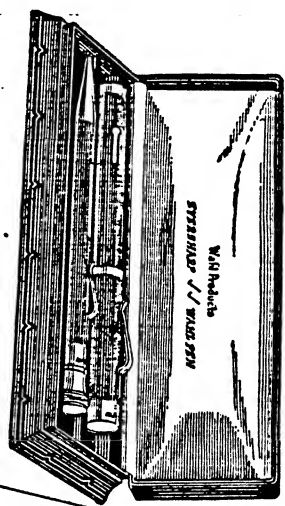
50c to \$6.00  
for Eversharps  
\$2.50 to \$9.00  
for Wahl Pens



**Eversharp Pencils**  
Gold, silver or hard rubber. In a variety of sizes. Ask to see the new Eversharp with thick or extra-thin lead. Red, black or mottled. Also, fountain-pen filled, fountain or Wahl Pen to match.

**DEALER'S NAME**

No. 188—2 cols. x 8 1/2 inches



"A TRIBUTE TO YOUR OWN GOOD TASTE"

## GIFT SETS for men and for women

The gifts you choose are more than friendship tokens. They express your taste, define your standards of judgment. See that they do you justice. Wahl Gift Sets are a lasting tribute to good taste. Attractive, guaranteed, and mechanically perfect. The choice of design and finish is yours—in gold, silver, or rubber, at whatever price you want to pay. We carry a fine selection, priced from

\$4.50 to \$15.00

Ask to see the new Eversharp with sturdy, fountain-fine, thick or thin lead. Red, black or mottled rubber. Nickel or gold filled fountain. \$1 and \$3. Wahl Pens to match.

**DEALER'S NAME AND ADDRESS**

No. 187—2 cols. x 6 inches

## Give this fine GIFT for Christmas



There has never before been a gift like this. Wahl Fountain Pen Desk Set. A Wahl fountain pen, gold mounted, on a beveled or office desk, it supplies the last word in neatness and utility.

You will like the moderate price too—only \$12 with gold-filled Wahl Pen, \$15. The Fountain Pen Desk Set is an original, exclusive product—manufactured only by Wahl, maker of the world-famous Eversharp Pencils and Wahl Pens. We have it here for you along with other fine Eversharp and Wahl gifts for Christmas.

**Dealer's Name and Address**

No. 189—2 cols. x 7 1/2 inches

## Practical Gifts are always welcome

AN Eversharp or elaborate design makes a very practical and acceptable gift. Everyone is glad to get an Eversharp. There is an Eversharp to suit every taste and every pocket-book; a very wide selection to choose from.

Ask to see the new Eversharp with sturdy, fountain-fine, thick or thin lead. Red, black or mottled rubber. Nickel or gold filled fountain. \$1 and \$3.

**DEALER'S NAME AND ADDRESS**

No. 186—1 col. x 6 inches

## Memo

- Order Desk Sets
- Order extra "Gift of Words" cards if needed (no charge)
- Check stock for Wahl Gold and Silver Pens, Pencils, Sets
- Check stock for new Oversize Eversharps with thick and thin leads
- Check stock for new Red and Mottled Signature Pens
- Order newspaper electros
- Use order blank in catalog for all your Christmas needs